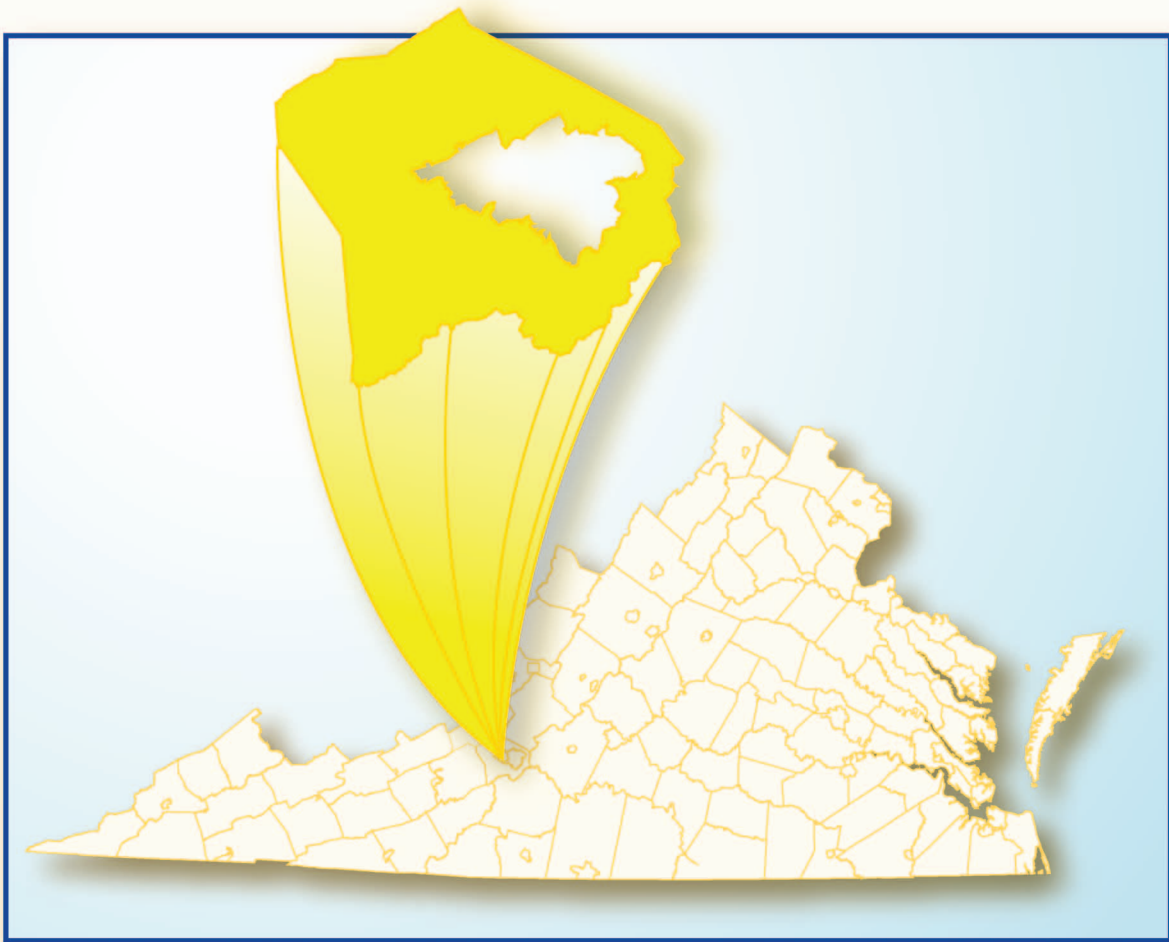


Roanoke COMMUNITY PROFILE



VIRGINIA EMPLOYMENT COMMISSION
ECONOMIC INFORMATION SERVICES DIVISION
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I. Introduction

This report provides a community profile of Roanoke County. It is intended to compliment the information found in our Virginia Workforce Connection application, which can be accessed online at:

www.VirginiaLMI.com

The report is divided into three major sections. The first contains a profile of regional demographic characteristics and trends, the second supplies similar information for the regional economy, and the third provides a profile of regional education characteristics.

II. Demographic Profile

Overview

The Demographic Profile is designed to assist Workforce Investment Boards (WIB), economic developers, educators, and other local planners in the development of a vibrant workforce that will continue to meet the needs of the local economy.

The social characteristics of the population that follow are age, race, and ethnicity, and gender from the 2000 Census. Also provided are the projected percentage change and absolute value for the area on a decennial basis through 2030. Of great value are the population projections by age, also through 2030. Completing this profile is a measure of the population in 2000, in Roanoke County that lacked English proficiency, and commuting patterns of workers in the area.

Related Census Terms and Definitions

Ability to speak English

For people who speak a language other than English at home, the response represents the person's own perception of his or her ability to speak English. Because census questionnaires are usually completed by one household member, the responses may represent the perception of another household member.

Age

The age classification is based on the age of the person in complete years as of April 1, 2000. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

Gender

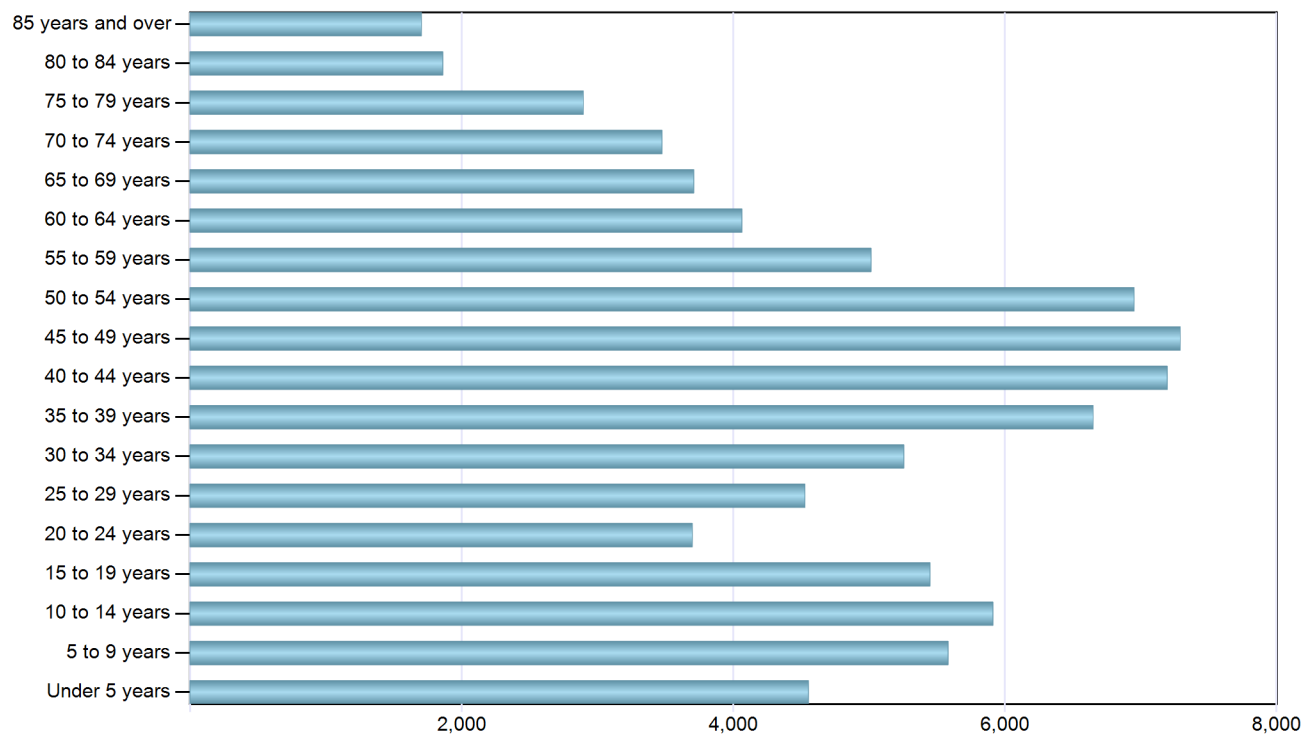
The data on gender were derived from answers to a question that was asked of all people. Individuals were asked to mark either "male" or "female" to indicate their gender. For most cases in which gender was not reported, it was determined by the appropriate entry from the person's given (i.e., first) name and household relationship. Otherwise, gender was imputed according to the relationship to the householder and the age of the person.

Race

The concept of race as used by the Census Bureau reflects self-identification by people according to the race or races with which they most closely identify. The categories are sociopolitical constructs and should not be interpreted as being scientific or anthropological in nature. Furthermore, the race categories include both racial and national-origin groups.



Population by Age



	Roanoke County	Virginia	United States
Under 5 years	4,553	461,982	19,175,798
5 to 9 years	5,581	495,084	20,549,505
10 to 14 years	5,911	495,955	20,528,072
15 to 19 years	5,448	484,065	20,219,890
20 to 24 years	3,698	480,574	18,964,001
25 to 29 years	4,527	497,172	19,381,336
30 to 34 years	5,255	539,793	20,510,388
35 to 39 years	6,649	610,810	22,706,664
40 to 44 years	7,194	589,880	22,441,863
45 to 49 years	7,290	526,221	20,092,404
50 to 54 years	6,950	473,035	17,585,548
55 to 59 years	5,014	358,442	13,469,237
60 to 64 years	4,063	273,169	10,805,447
65 to 69 years	3,709	229,553	9,533,545
70 to 74 years	3,475	202,903	8,857,441
75 to 79 years	2,896	166,178	7,415,813
80 to 84 years	1,861	106,433	4,945,367
85 years and over	1,704	87,266	4,239,587
	85,778	7,078,515	281,421,906

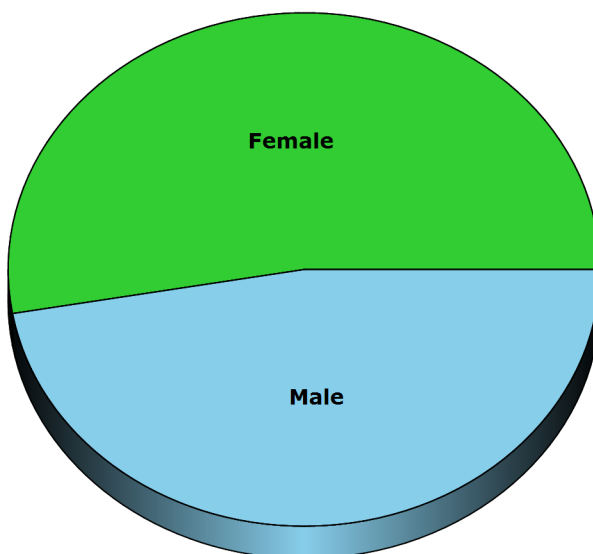
Source: 2000 Census.

Population by Race/Ethnicity

	Roanoke County	Virginia	United States
Total			
Total Population	85,778	7,078,515	281,421,906
Race			
White	79,809	4,965,637	194,552,774
Black or African American	2,855	1,376,378	33,947,837
American Indian or Alaska Native	96	18,596	2,068,883
Asian	1,365	259,277	10,123,169
Native Hawaiian/Pacific Islander	12	3,380	353,509
Other and Multi-Race	753	125,707	5,069,916
Ethnicity			
Hispanic or Latino (of any race)	888	329,540	35,305,818

Source: 2000 Census.

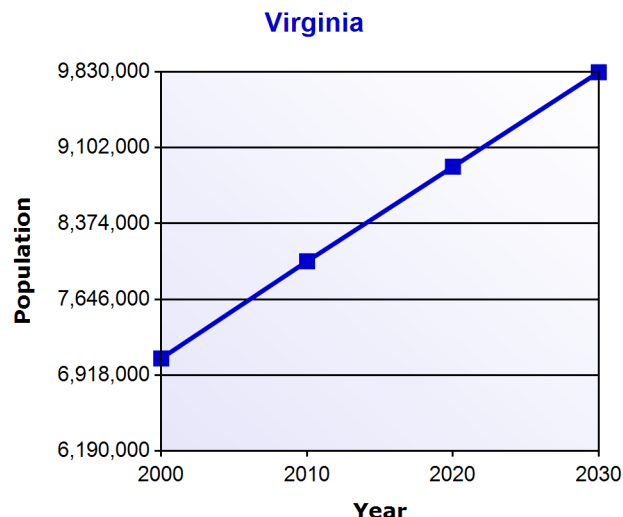
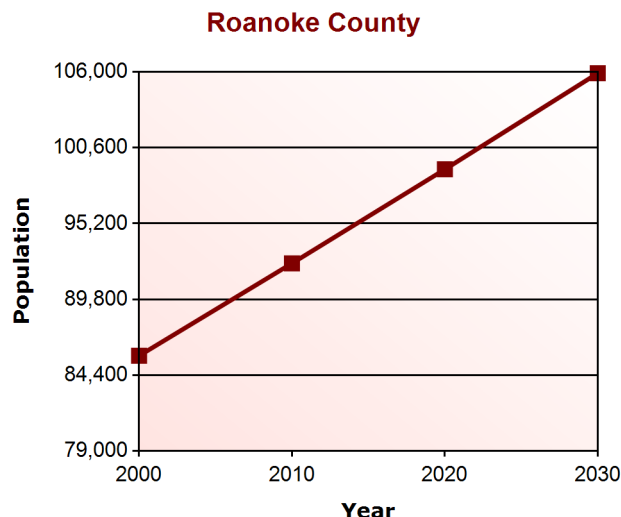
Population by Gender



	Roanoke County	Virginia	United States
Male	40,535	3,471,895	138,053,563
Female	45,243	3,606,620	143,368,343
	85,778	7,078,515	281,421,906

Source: 2000 Census.

Population Change



	Roanoke County	(% change)	Virginia	(% change)
1990	79,332		6,187,358	
2000	85,778	8.13 %	7,078,515	14.40 %
2010	92,357	7.67 %	8,010,239	13.16 %
2020	99,048	7.24 %	8,917,396	11.32 %
2030	105,889	6.91 %	9,825,019	10.18 %

Source: U.S. Census Bureau, Virginia Employment Commission.

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United States
**Census
2000**

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www.VirginiaLMI.com

Population Projections by Age and Gender

	2010		2020		2030	
	Female	Male	Female	Male	Female	Male
Under 5 years	2,626	2,761	2,955	3,123	3,213	3,391
5 to 9 years	2,676	2,862	3,077	3,239	3,358	3,549
10 to 14 years	2,586	2,786	3,088	3,205	3,452	3,607
15 to 19 years	2,968	2,926	2,998	2,933	3,421	3,309
20 to 24 years	2,801	2,590	2,403	2,339	2,883	2,727
25 to 29 years	2,607	2,637	2,629	2,716	2,683	2,729
30 to 34 years	2,484	2,440	2,938	2,992	2,583	2,732
35 to 39 years	2,697	2,596	3,003	3,206	3,020	3,283
40 to 44 years	2,992	2,844	2,863	2,862	3,328	3,440
45 to 49 years	3,607	3,200	2,928	2,792	3,231	3,408
50 to 54 years	3,899	3,613	3,111	3,008	3,006	3,060
55 to 59 years	3,880	3,545	3,753	3,284	3,095	2,892
60 to 64 years	3,445	3,080	3,813	3,367	3,069	2,839
65 to 69 years	2,280	2,080	3,462	3,006	3,338	2,815
70 to 74 years	1,990	1,416	3,163	2,331	3,525	2,557
75 to 79 years	1,725	1,123	2,026	1,418	3,070	2,045
80 to 84 years	1,460	881	1,560	864	2,468	1,426
85 years and over	1,604	650	1,799	794	2,241	1,096
	48,327	44,030	51,569	47,479	54,984	50,905
	92,357		99,048		105,889	

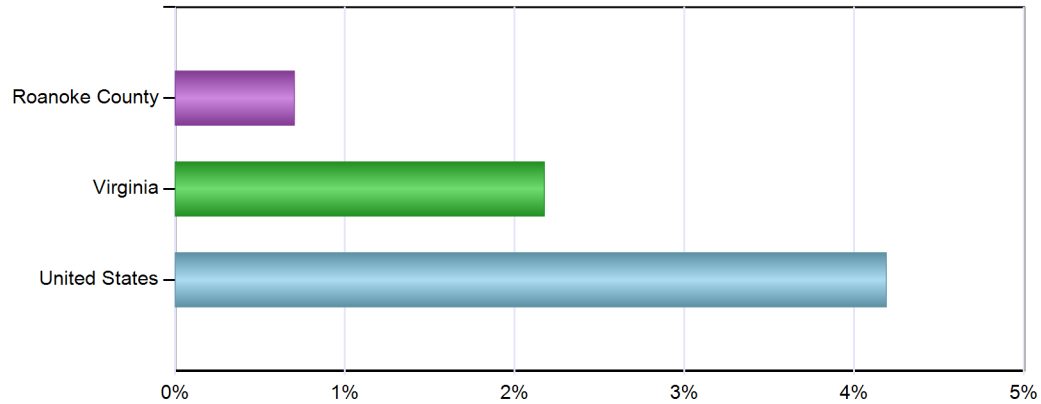
Source: Virginia Employment Commission.

Population Projections by Race/Ethnicity

	2010	2020	2030
Total			
Total Population	92,357	99,048	105,889
Race			
White	84,421	88,996	93,313
Black or African American	4,340	5,391	6,675
American Indian or Alaska Native	78	90	65
Asian	1,990	2,513	3,131
Ethnicity			
Hispanic or Latino (of any race)	1,528	2,058	2,705

Source: Virginia Employment Commission.

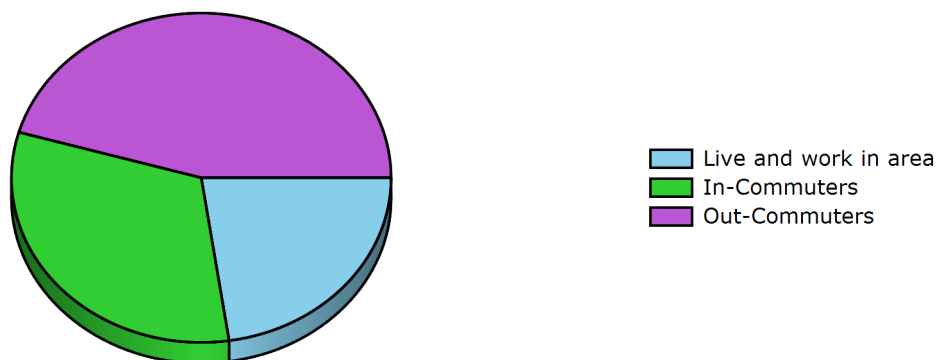
English Language Skills (Age 5 and over that speak English less than well)



	Total	Speak English less than well	Percent
Roanoke County	81,225	570	0.70%
Virginia	6,616,533	143,865	2.17%
United States	262,246,108	10,986,851	4.19%

Source: 2000 Census.

Commuting Patterns



Commuting Patterns	
People who live and work in the area	14,425
In-Commuters	20,247
Out-Commuters	28,994
Net In-Commuters (In-Commuters minus Out-Commuters)	-8,747

Source: 2000 Census.

Top 10 Places Residents are Commuting To

Area	Workers
Roanoke city, VA	19,447
Salem city, VA	6,442
Botetourt County, VA	831
Montgomery County, VA	534
Franklin County, VA	476
Bedford County, VA	163
Bedford city, VA	82
Pulaski County, VA	79
Radford city, VA	59
Floyd County, VA	51

Top 10 Places Workers are Commuting From

Area	Workers
Roanoke city, VA	8,625
Bedford County, VA	2,445
Botetourt County, VA	2,387
Salem city, VA	2,365
Franklin County, VA	1,656
Montgomery County, VA	1,036
Craig County, VA	448
Floyd County, VA	372
Radford city, VA	113
Pulaski County, VA	88

Source: 2000 Census.

III. Economic Profile

Overview

The Economic Profile of Roanoke County will provide a selection of workforce data collected and developed by the Virginia Employment Commission (VEC), along with data stemming from a partnership with the U.S. Census Bureau.

In its central concentration, economic data provides insight into the area's industrial strengths and weaknesses. Viewing our historical and current Quarterly Census of Employment and Wages (QCEW) data, one can track employment levels as industry reacts to domestic and foreign exogenous effects. Industry's need for workers will, in time, be reflected in the Local Area Unemployment Statistics (LAUS) data; this series is a useful gauge on the health of the overall economy. The Characteristics of the Insured Unemployed is an accurate depiction of the social and economic attributes of the worker that is available for hire. This data is a valuable resource for economic developers in marketing the unemployed workers to prospective companies, especially where mass layoffs have occurred. The LAUS and Characteristics of the Insured Unemployment data are useful in viewing the surpluses and shortages of labor, and also who this labor is. Unemployment Insurance Payments data is a temporal series designed to track the dollar amount of payments made to claimants of unemployment insurance. It is yet another measure of the wellness of the local workforce and area.

The Occupational Employment Statistics (OES) program is a survey of the businesses in Virginia in relation to the occupations of the people they employ. This data is a vital segment of the long-term Industry and Occupational Projections that are prepared every other year. These data are aggregated at the state and WIB levels. Recently, the VEC and the U.S. Census Bureau partnered to produce a new workforce data series that would possess a dimensional quality. The aptly named Local Employment Dynamics (LED) data describes the workforce not only by industry but also by demographic qualities such as gender and age brackets. LED also enumerates the flow of the workforce within the local and state economies. Lastly, this profile chronicles ten years of the monthly Consumer Price Index (CPI) and the Local Option Sales Tax.

Related Terms and Definitions

Average Weekly Wage

Computed as average quarterly wages divided by 13.

Consumer Price Index (CPI)

The Consumer Price Index measures the average change over time in the prices paid by urban consumers for a representative market basket of consumer goods and services.

Local Employment Dynamics (LED)

The Local Employment Dynamics Program at the Census Bureau, together with its state partners, provides employment information at the county, city, and Workforce Investment Area level. This information tracks workers in different industries by age and gender and provides statistics on job creation, separation, turnover, and wages.

Quarterly Census of Employment & Wages (QCEW)

A federal/state cooperative program that collects and compiles employment and wage data for workers covered by state unemployment insurance (UI) laws and the federal civilian workers covered by Unemployment Compensation for Federal Employees (UCFE). These data are maintained at the state in micro and macro levels and also sent to BLS quarterly.

Unemployment Insurance (UI)

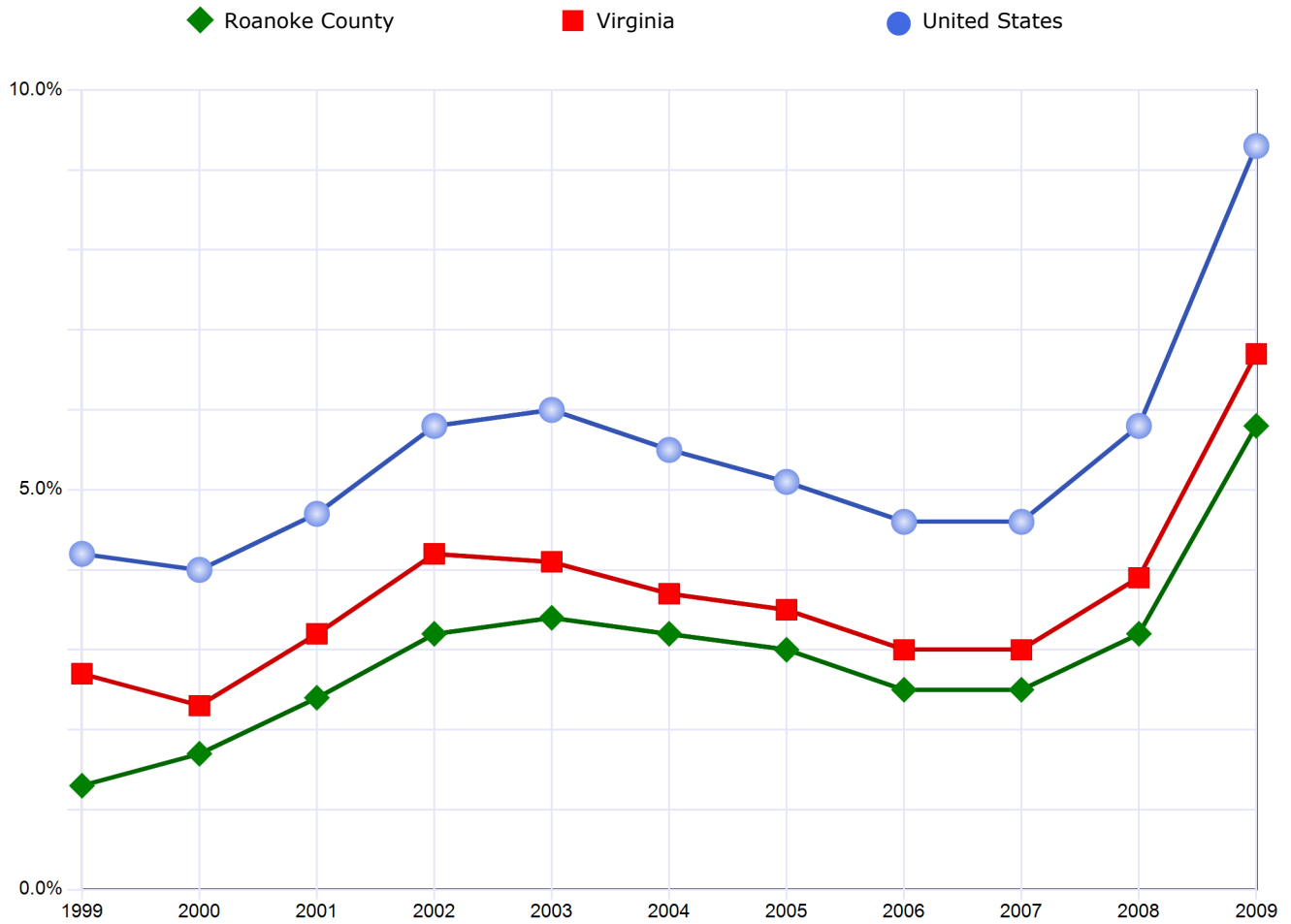
Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible for payments. UI serves as an economic stabilizer by maintaining an individual's purchasing power when unemployed.

Unemployment Rate

The number of unemployed people as a percentage of the labor force.

Unemployment Rates

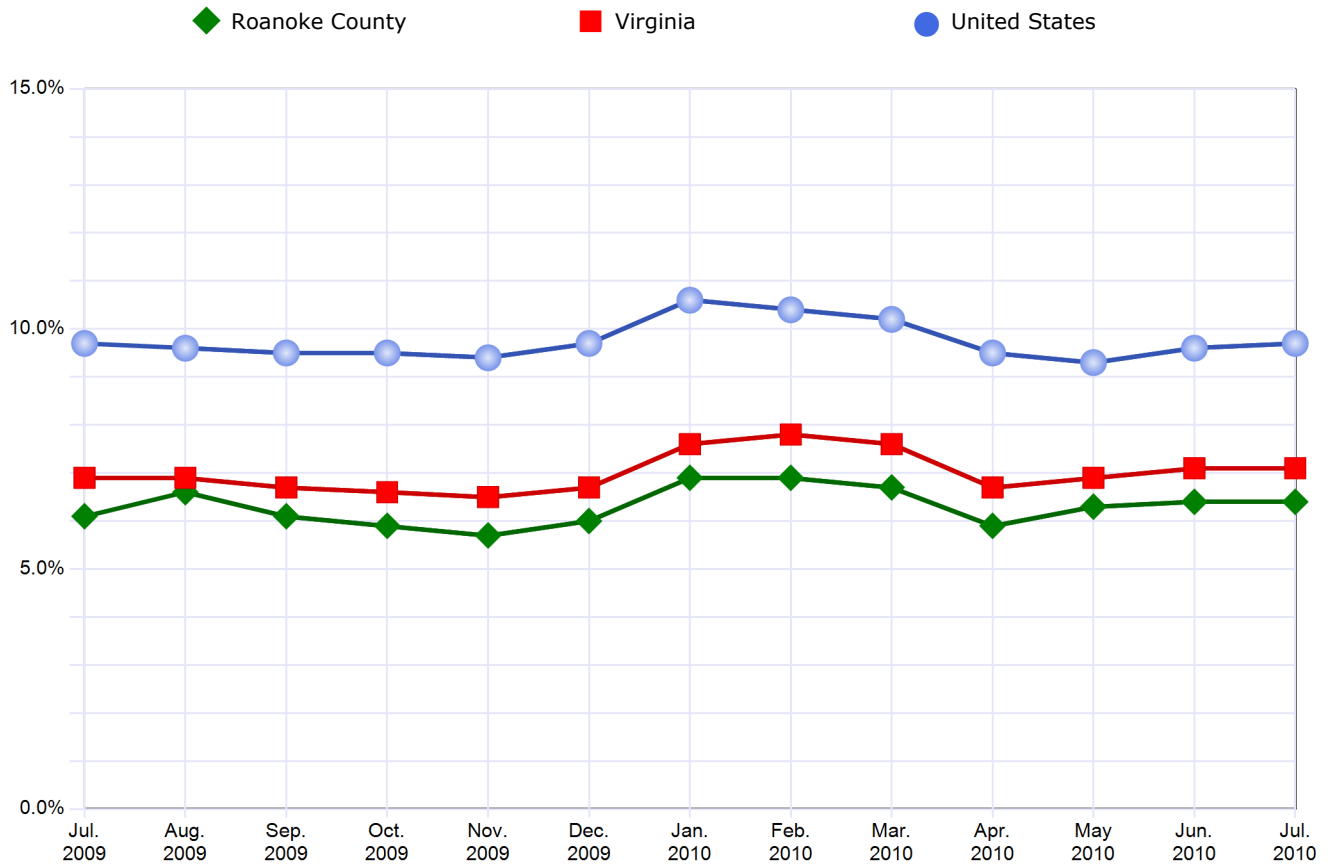
Trends



	Roanoke County	Virginia	United States
1999	1.3%	2.7%	4.2%
2000	1.7%	2.3%	4.0%
2001	2.4%	3.2%	4.7%
2002	3.2%	4.2%	5.8%
2003	3.4%	4.1%	6.0%
2004	3.2%	3.7%	5.5%
2005	3.0%	3.5%	5.1%
2006	2.5%	3.0%	4.6%
2007	2.5%	3.0%	4.6%
2008	3.2%	3.9%	5.8%
2009	5.8%	6.7%	9.3%

Source: Virginia Employment Commission,
Local Area Unemployment Statistics.

Unemployment Rates Past 12 Months



	Roanoke County	Virginia	United States
Jul. 2009	6.1%	6.9%	9.7%
Aug. 2009	6.6%	6.9%	9.6%
Sep. 2009	6.1%	6.7%	9.5%
Oct. 2009	5.9%	6.6%	9.5%
Nov. 2009	5.7%	6.5%	9.4%
Dec. 2009	6.0%	6.7%	9.7%
Jan. 2010	6.9%	7.6%	10.6%
Feb. 2010	6.9%	7.8%	10.4%
Mar. 2010	6.7%	7.6%	10.2%
Apr. 2010	5.9%	6.7%	9.5%
May 2010	6.3%	6.9%	9.3%
Jun. 2010	6.4%	7.1%	9.6%
Jul. 2010	6.4%	7.1%	9.7%

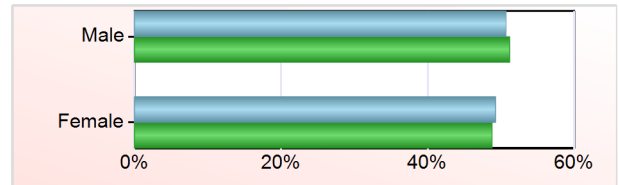
Source: Virginia Employment Commission,
Local Area Unemployment Statistics.

Characteristics of the Insured Unemployed

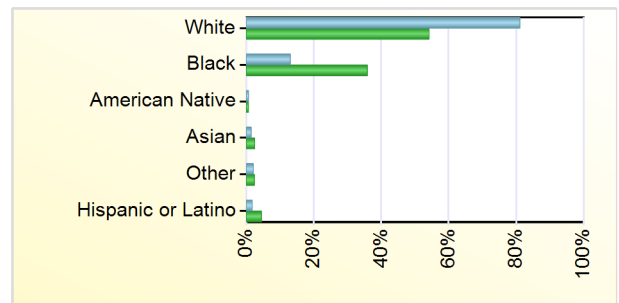
Roanoke County - (629 claimants)

Virginia - (61,934 claimants)

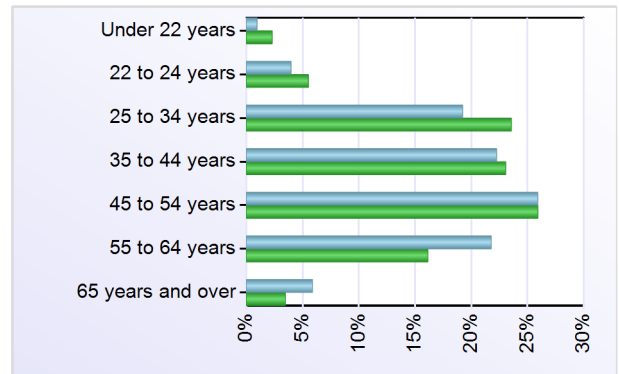
Gender	Roanoke County	Virginia
Male	319	31,708
Female	310	30,226
Unspecified		



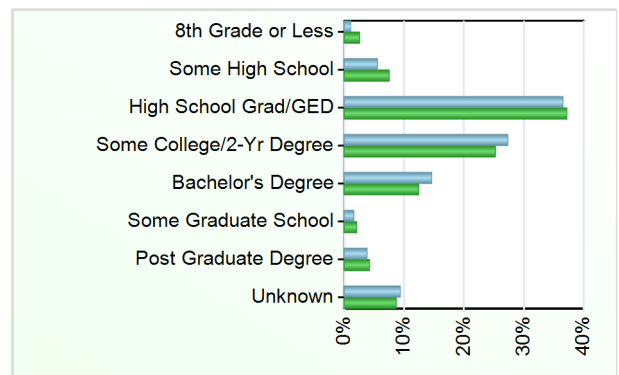
Race	Roanoke County	Virginia
White	510	33,562
Black	82	22,211
American Native	4	379
Asian	9	1,537
Other	13	1,478
Hispanic or Latino	11	2,767



Age	Roanoke County	Virginia
Under 22 years	6	1,424
22 to 24 years	25	3,414
25 to 34 years	121	14,601
35 to 44 years	140	14,285
45 to 54 years	163	16,056
55 to 64 years	137	10,001
65 years and over	37	2,153
Unknown		



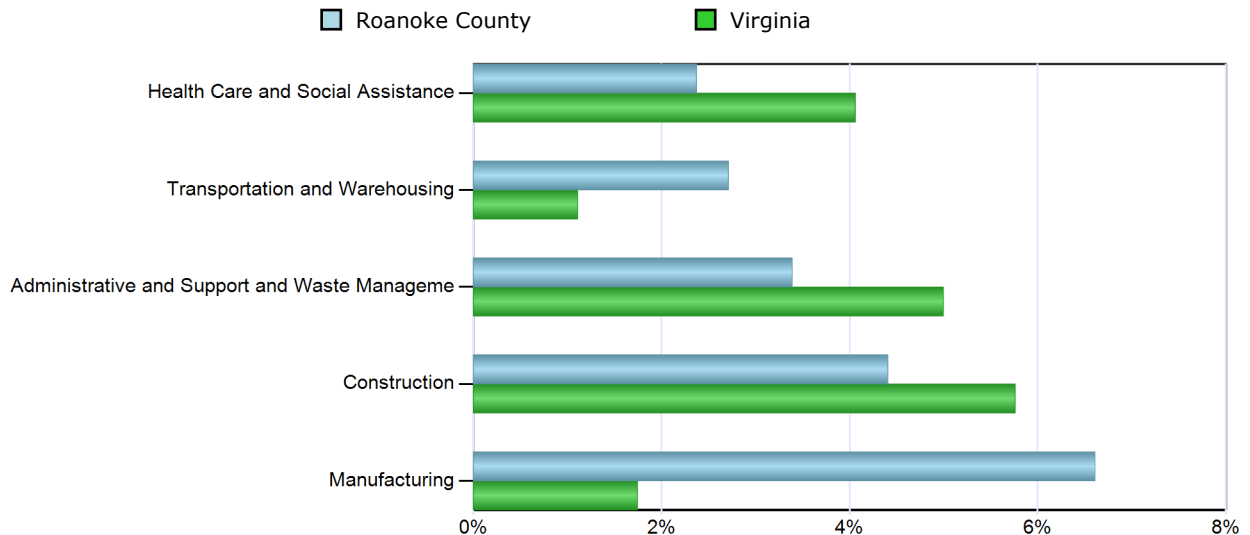
Education	Roanoke County	Virginia
8th Grade or Less	7	1,584
Some High School	35	4,658
High School Grad/GED	230	23,041
Some College/2-Yr Degree	172	15,643
Bachelor's Degree	92	7,705
Some Graduate School	10	1,298
Post Graduate Degree	24	2,621
Unknown	59	5,384



Source: Virginia Employment Commission,
Characteristics of the Insured Unemployed, August 2010.

Characteristics of the Insured Unemployed

Top 5 Industries With Largest Number of Claimants in Roanoke County (excludes unclassified)

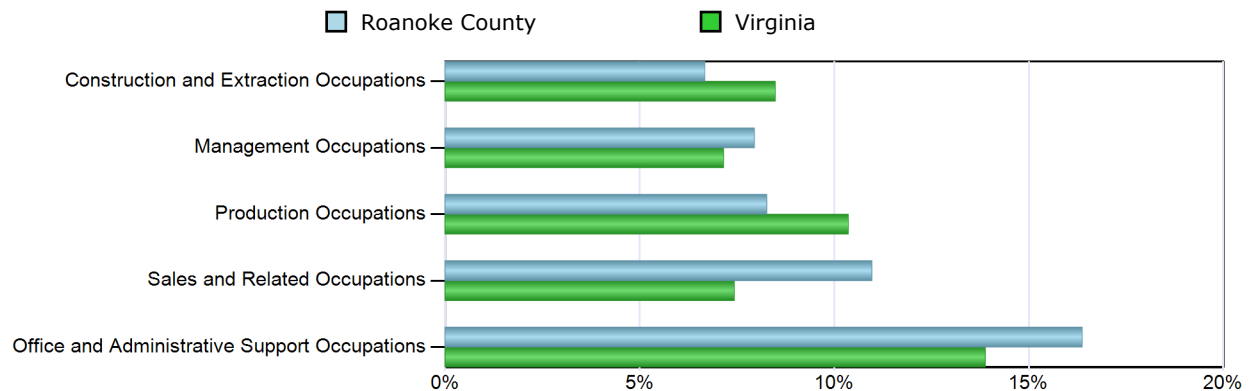


Industry	Roanoke County	Virginia
Agriculture, Forestry, Fishing and Hunting		76
Mining, Quarrying, and Oil and Gas Extraction		72
Utilities		29
Construction	26	3,230
Manufacturing	39	978
Wholesale Trade	10	851
Retail Trade	11	1,247
Transportation and Warehousing	16	622
Information	5	336
Finance and Insurance	10	450
Real Estate and Rental and Leasing	3	389
Professional, Scientific, and Technical Services	11	1,303
Management of Companies and Enterprises	1	109
Administrative and Support and Waste Management	20	2,802
Educational Services	1	250
Health Care and Social Assistance	14	2,277
Arts, Entertainment, and Recreation	1	149
Accommodation and Food Services	8	2,568
Other Services (except Public Administration)	6	911
Unclassified	408	37,422

Source: Virginia Employment Commission,
Characteristics of the Insured Unemployed, August 2010.

Characteristics of the Insured Unemployed

Top 5 Occupation Groups With Largest Number of Claimants in Roanoke County (excludes unclassified)

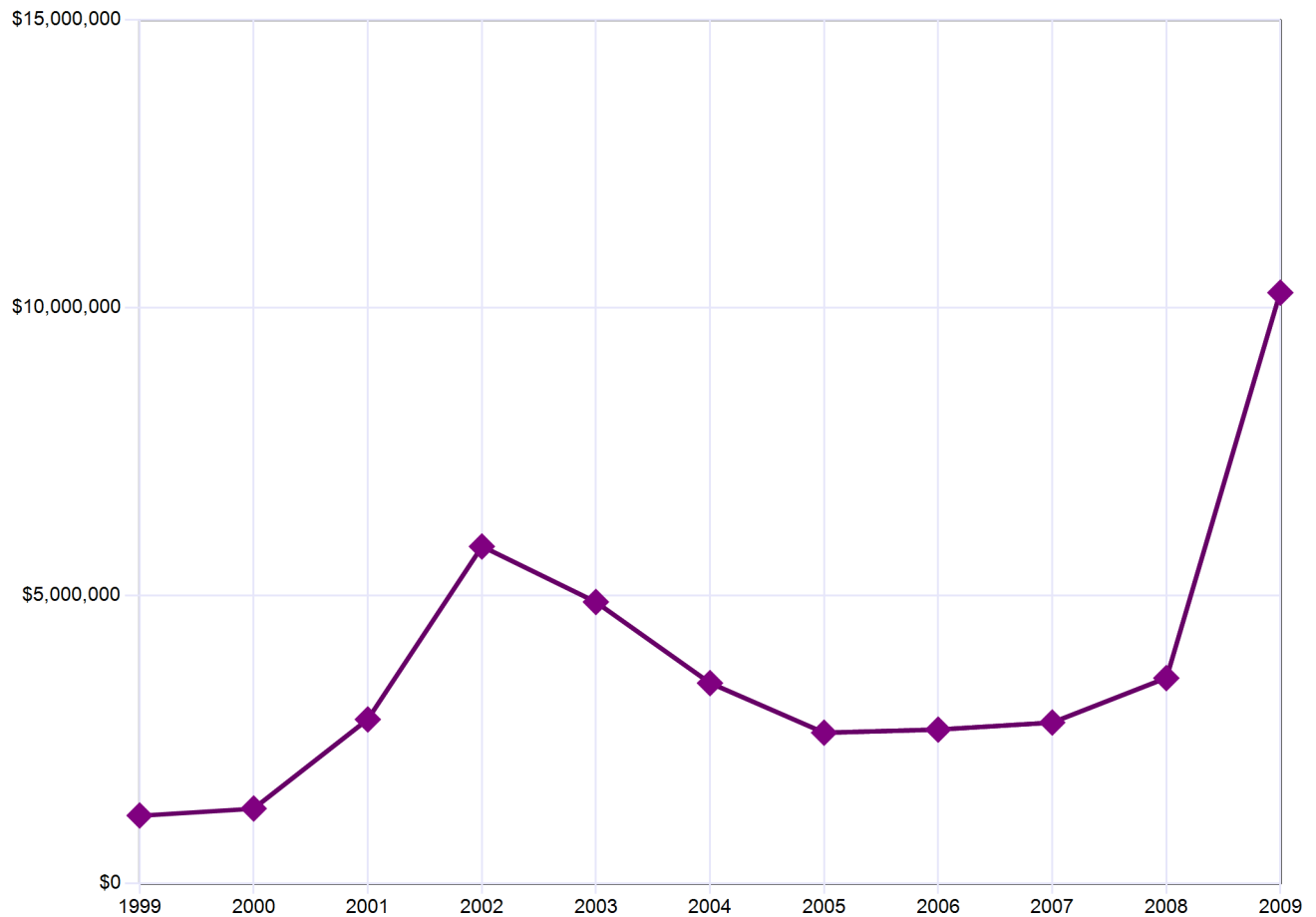


Occupation	Roanoke County	Virginia
Management Occupations	50	4,433
Business and Financial Operations Occupations	23	2,263
Computer and Mathematical Occupations	7	1,417
Architecture and Engineering Occupations	18	1,039
Life, Physical, and Social Science Occupations	1	209
Community and Social Services Occupations	4	801
Legal Occupations	4	361
Education, Training, and Library Occupations	10	2,111
Arts, Design, Entertainment, Sports, and Media Occ	9	852
Healthcare Practitioners and Technical Occupations	15	1,085
Healthcare Support Occupations	12	1,543
Protective Service Occupations	3	711
Food Preparation and Serving Related Occupations	17	3,362
Building and Grounds Cleaning and Maintenance Occu	4	1,316
Personal Care and Service Occupations	5	924
Sales and Related Occupations	69	4,604
Office and Administrative Support Occupations	103	8,599
Farming, Fishing, and Forestry Occupations		136
Construction and Extraction Occupations	42	5,257
Installation, Maintenance, and Repair Occupations	25	2,208
Production Occupations	52	6,419
Transportation and Material Moving Occupations	33	3,182
Military Specific Occupations	3	607
Unknown Occupational Code	120	8,495

Source: Virginia Employment Commission,
Characteristics of the Insured Unemployed, August 2010.

Unemployment Insurance Payments

Trends

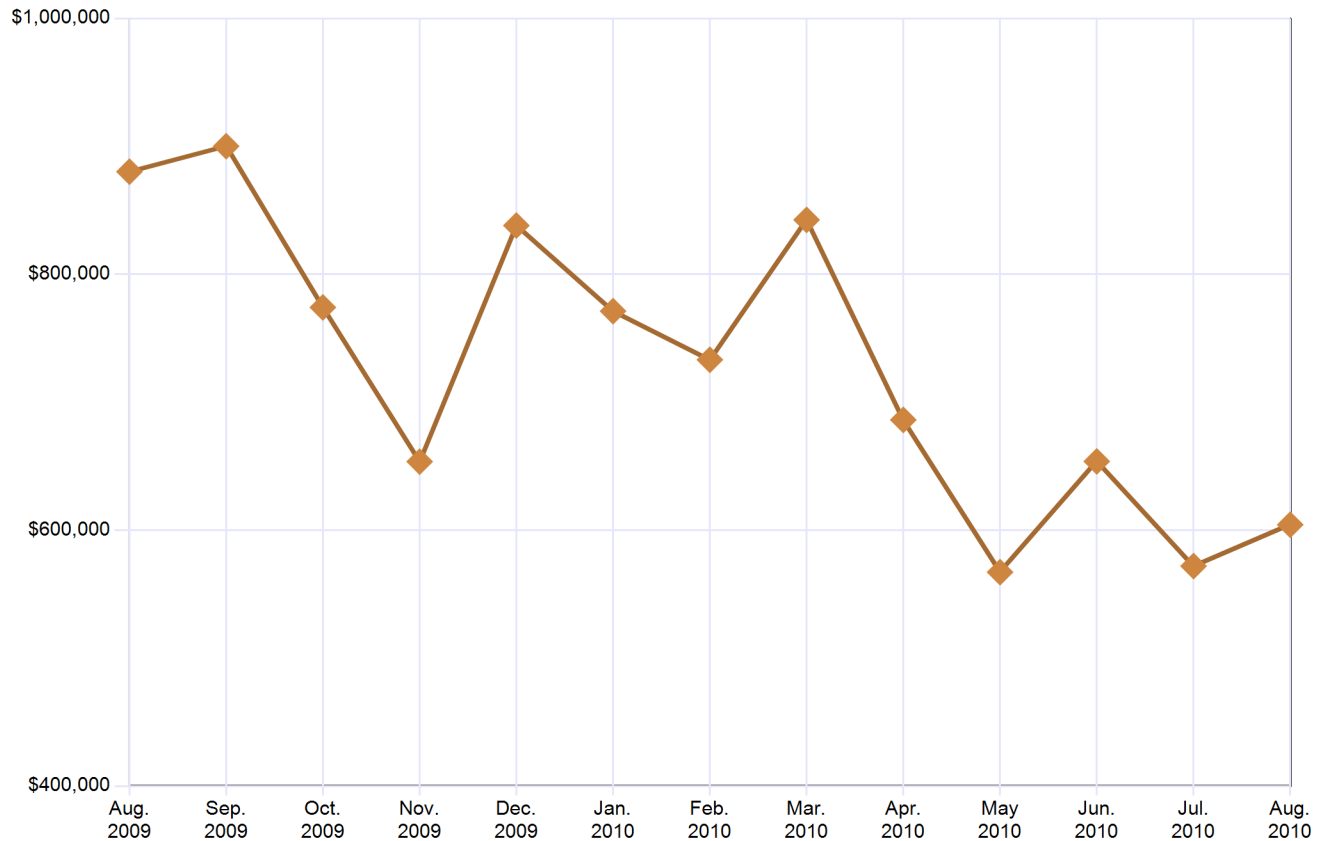


	Roanoke County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
1999	6,056	\$1,182,136	942,588	\$169,499,000
2000	6,006	\$1,303,398	937,805	\$187,330,159
2001	11,091	\$2,850,608	1,556,117	\$377,609,910
2002	18,800	\$5,854,848	2,494,138	\$741,502,766
2003	17,951	\$4,891,055	2,320,260	\$608,250,060
2004	14,656	\$3,481,978	1,632,841	\$376,193,745
2005	10,563	\$2,620,919	1,382,659	\$327,192,126
2006	10,469	\$2,673,706	1,334,848	\$334,996,815
2007	10,374	\$2,797,159	1,384,335	\$364,789,088
2008	12,710	\$3,568,261	1,699,923	\$468,544,246
2009	36,238	\$10,263,719	3,782,630	\$1,069,206,277

Source: Virginia Employment Commission,
Unemployment Insurance Program.

Unemployment Insurance Payments

Past 12 Months



	Roanoke County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
Aug. 2009	2,997	\$880,326	286,321	\$82,796,160
Sep. 2009	2,996	\$900,221	303,592	\$88,260,793
Oct. 2009	2,617	\$774,217	240,417	\$69,603,605
Nov. 2009	2,236	\$653,658	225,207	\$64,669,083
Dec. 2009	2,874	\$838,209	287,538	\$81,398,111
Jan. 2010	2,766	\$771,289	265,486	\$73,957,503
Feb. 2010	2,593	\$733,294	268,387	\$74,093,103
Mar. 2010	2,937	\$842,615	312,158	\$86,174,772
Apr. 2010	2,406	\$686,305	227,770	\$63,268,642
May 2010	1,967	\$567,282	204,817	\$57,048,433
Jun. 2010	2,289	\$653,864	243,851	\$66,936,766
Jul. 2010	2,063	\$572,032	204,326	\$55,453,420
Aug. 2010	2,171	\$604,338	226,637	\$61,409,847

Source: Virginia Employment Commission,
Unemployment Insurance Program.

Employers by Size of Establishment

	Roanoke County	Virginia
0 to 4 employees	1,273	134,849
5 to 9 employees	364	36,671
10 to 19 employees	238	25,845
20 to 49 employees	211	18,464
50 to 99 employees	55	6,320
100 to 249 employees	43	3,415
250 to 499 employees	11	948
500 to 999 employees	***	378
1000 and over employees	***	219
	2,199	227,109

Employment by Size of Establishment

	Roanoke County	Virginia
0 to 4 employees	2,053	203,526
5 to 9 employees	2,444	243,133
10 to 19 employees	3,226	351,228
20 to 49 employees	6,429	561,116
50 to 99 employees	3,715	433,174
100 to 249 employees	6,740	506,023
250 to 499 employees	3,403	326,928
500 to 999 employees	***	260,127
1000 and over employees	***	578,695
	34,152	3,463,950

Note: Asterisks (***) indicate non-disclosable data.

'Zero; no employment' typically represents new startup firms or sole-proprietorships.

Source: Virginia Employment Commission,
Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2010.

50 Largest Employers

- | | |
|-----------------------------------|---------------------------------------|
| 1. Roanoke County School Board | 26. Paychecks Plus |
| 2. Wells Fargo Bank NA | 27. Advance Auto Parts |
| 3. Allstate Insurance Company | 28. Private Duty Services |
| 4. County of Roanoke | 29. The Wackenhut Corporation |
| 5. Kroger | 30. Optical Cable Corporation |
| 6. Friendship Manor | 31. Western Virginia Regional |
| 7. Bright Personnel and Business | 32. R.R. Donnelley and Sons Company |
| 8. Courtland Health Care Center | 33. Integrity Windows Inc |
| 9. HSN LP | 34. Valcom |
| 10. Wal Mart | 35. North Cross School |
| 11. Hollins University | 36. Alphastaff Inc |
| 12. Richfield Nursing Center | 37. Blue Ridge Beverage Company, Inc. |
| 13. Verizon Virginia, Inc. | 38. Coxcom |
| 14. Catawba Hospital | 39. Ruan Transport Corporation |
| 15. Lowes' Home Centers, Inc. | 40. J.C. Penney Corporation, Inc |
| 16. Advance Auto Business Support | 41. John W. Hancock Jr., Inc. |
| 17. Hanover Direct Oper Group | 42. First Team |
| 18. Precision Fabrics Group | 43. Overnite Transport Company |
| 19. Plastic Products Company | 44. Food Lion |
| 20. Medeco Security Locks | 45. Guardsmark LLC |
| 21. Richfield Retirement Comm | 46. Appalachian Power Company |
| 22. Home Instead Senior Care | 47. Roanoke Orthopedic Center |
| 23. Delta Dental of Virginia | 48. Town of Vinton |
| 24. Carilion Healthcare | 49. Cardinal Glass Industries Inc |
| 25. Randstad Us L P | 50. Stop In Food Store |

Source: Virginia Employment Commission,
Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2010.

Did you know...

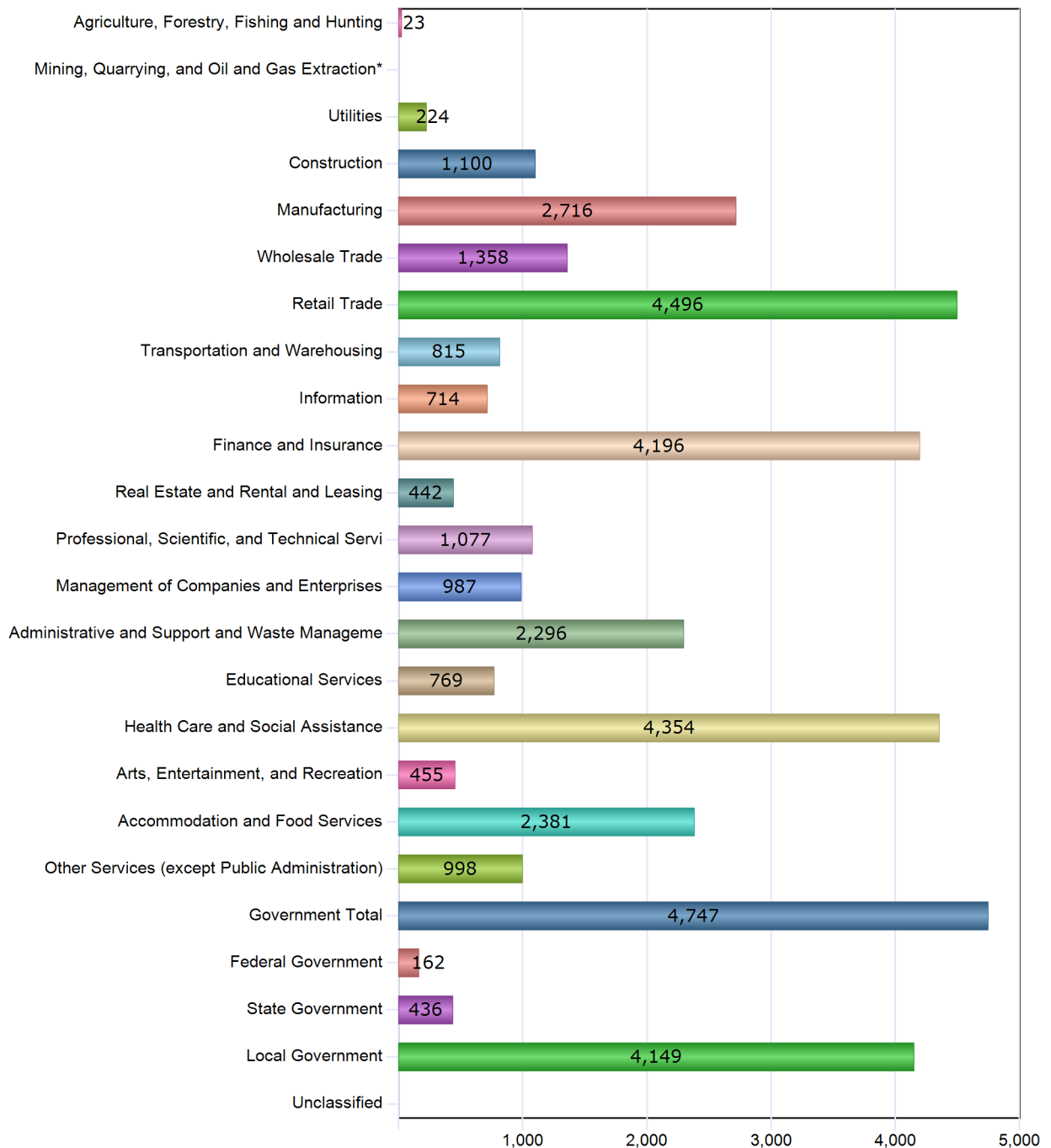
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



For this data and more, visit us on the web at:

www.VirginiaLMI.com

Employment by Industry

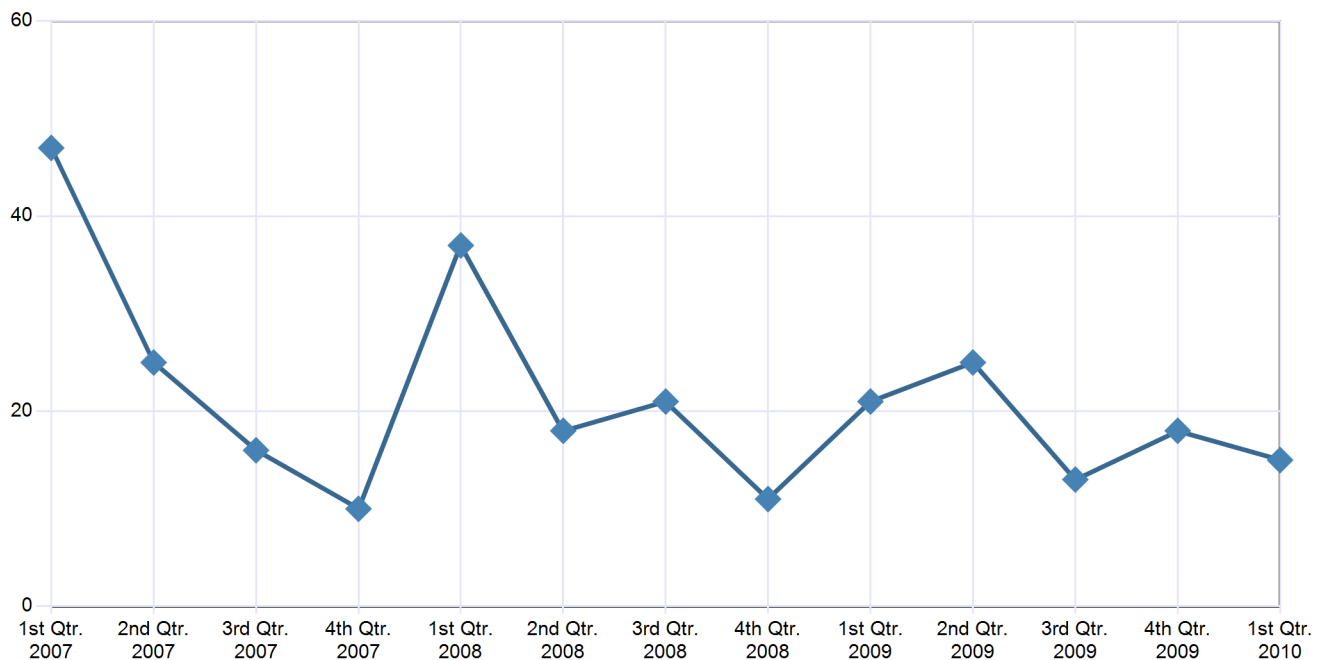


Total: 34,152

Note: Asterisk (*) indicates non-disclosable data.

Source: Virginia Employment Commission,
Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2010.

New Startup Firms



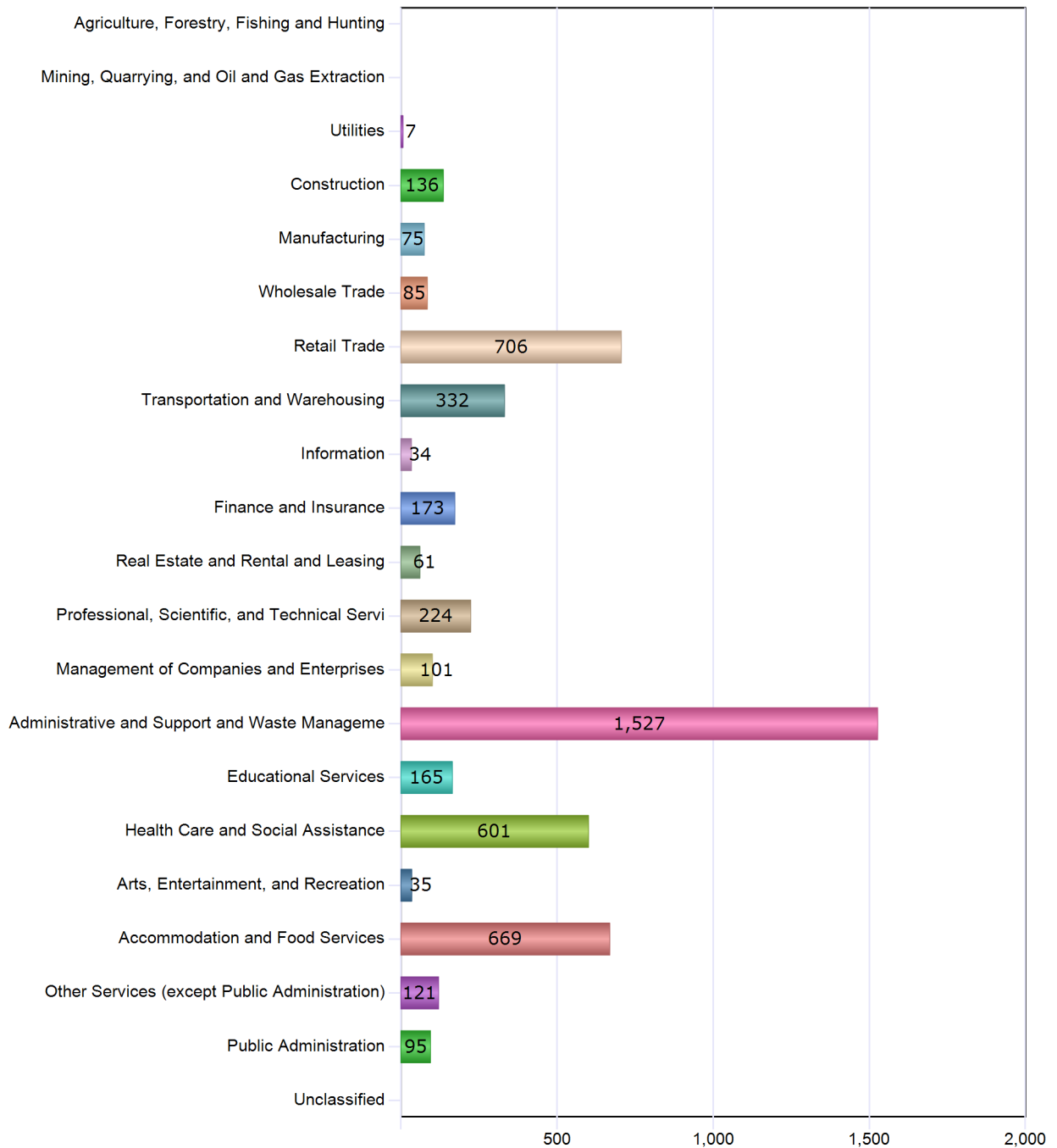
	Roanoke County	Virginia
1st Qtr. 2007	47	6,361
2nd Qtr. 2007	25	3,139
3rd Qtr. 2007	16	2,861
4th Qtr. 2007	10	880
1st Qtr. 2008	37	4,847
2nd Qtr. 2008	18	1,904
3rd Qtr. 2008	21	2,326
4th Qtr. 2008	11	2,188
1st Qtr. 2009	21	2,477
2nd Qtr. 2009	25	2,493
3rd Qtr. 2009	13	2,482
4th Qtr. 2009	18	2,169
1st Qtr. 2010	15	2,707

Note: The following criteria was used to define new startup firms:

- 1.) Setup and liability date both occurred during 1st Quarter (January, February, March) 2010
- 2.) Establishment had no predecessor UI Account Number
- 3.) Private Ownership
- 4.) Average employment is less than 250
- 5.) For multi-unit establishments, the parent company must also meet the above criteria.

Source: Virginia Employment Commission,
Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2010.

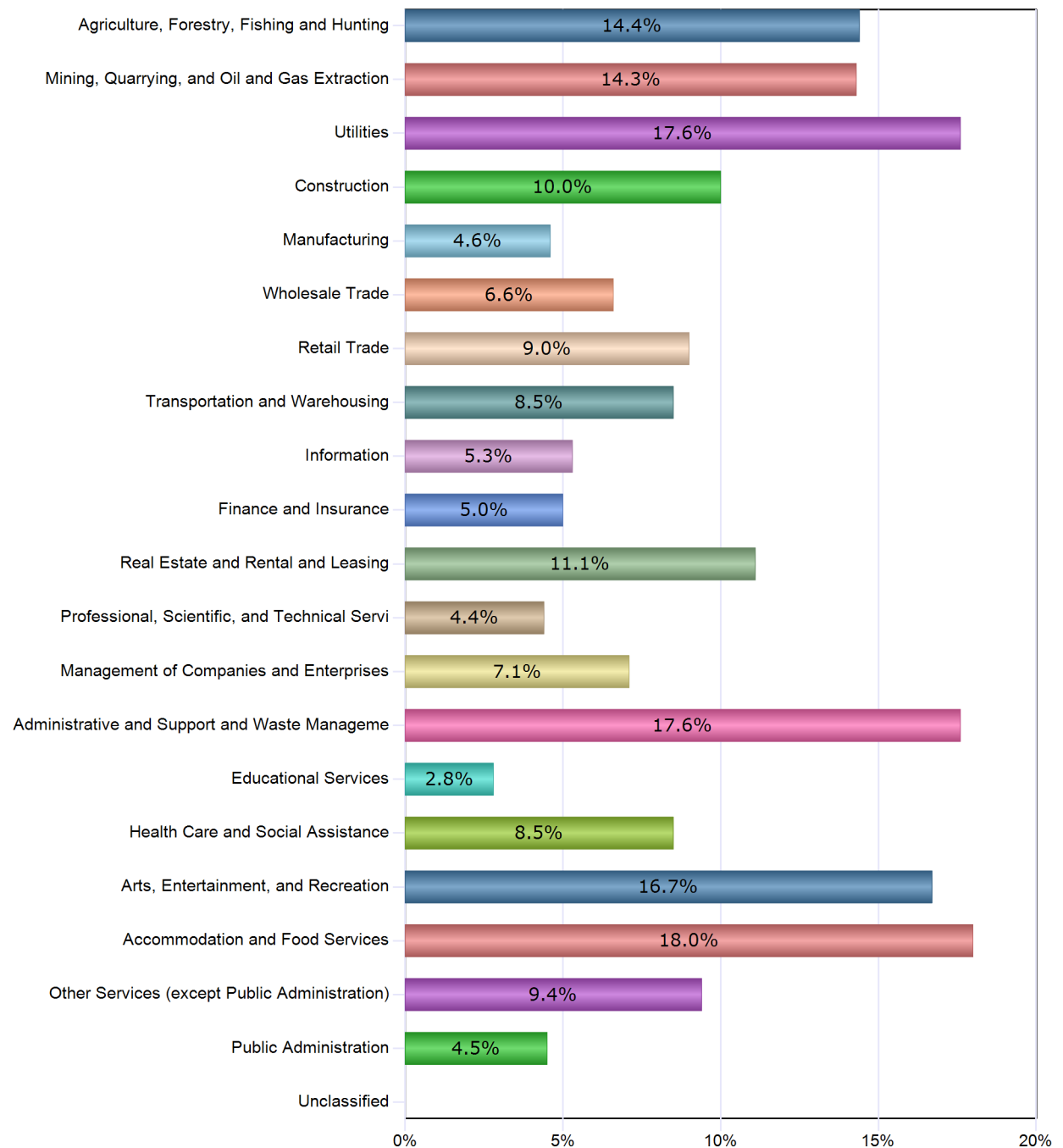
New Hires by Industry



Total: 5,148

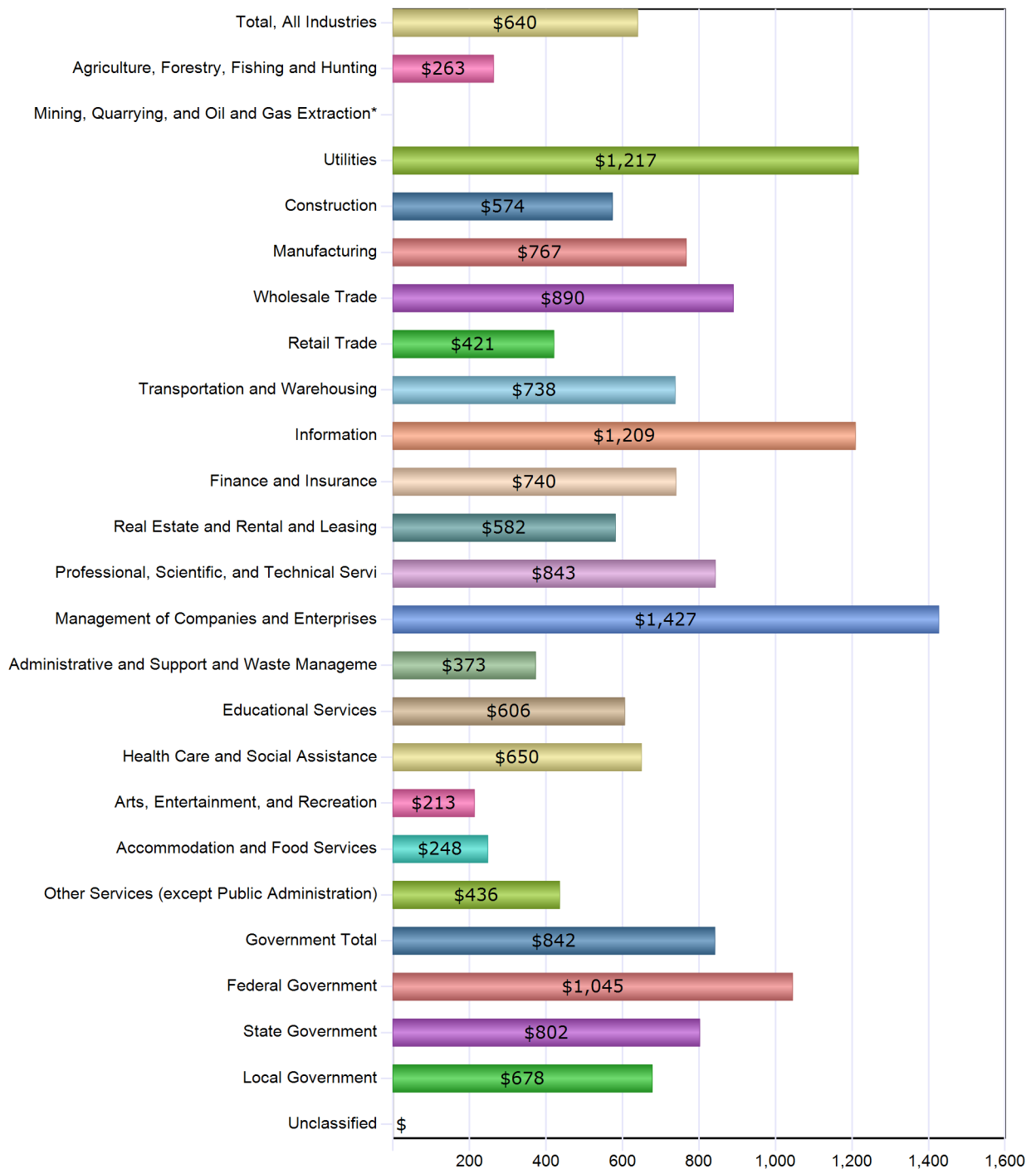
Source: U.S. Census Bureau,
Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2009, all ownerships.

Turnover by Industry



Source: U.S. Census Bureau,
Local Employment Dynamics (LED) Program, 3rd Quarter (July, August, September) 2009, all ownerships.

Average Weekly Wage by Industry



Note: Asterisk (*) indicates non-disclosable data.

Source: Virginia Employment Commission,
Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2010.

Age of Workers by Industry

	14 - 18	19 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Total, All Industries	978	1,806	2,112	7,203	8,231	8,788	6,023	1,772
Agriculture, Forestry, Fishing and Hunting	3			6	3		5	3
Mining, Quarrying, and Oil and Gas Extraction								
Utilities			5	27	50	117	71	4
Construction	9	34	68	294	313	343	189	60
Manufacturing	3	31	47	295	517	758	490	90
Wholesale Trade		24	45	257	307	359	238	67
Retail Trade	297	491	379	852	803	983	695	305
Transportation and Warehousing	4	26	52	217	285	357	240	41
Information	13	17	24	235	343	252	147	28
Finance and Insurance	3	48	107	642	796	822	470	63
Real Estate and Rental and Leasing	17	37	30	83	107	115	91	35
Professional, Scientific, and Technical Servi	13	102	254	943	1,063	879	547	91
Management of Companies and Enterprises	8	38	60	252	317	297	177	40
Administrative and Support and Waste Manageme	46	199	258	614	525	505	282	106
Educational Services	11	13	94	563	791	933	883	265
Health Care and Social Assistance	55	173	228	815	1,078	1,215	892	290
Arts, Entertainment, and Recreation	40	33	19	76	68	57	56	22
Accommodation and Food Services	421	452	311	604	397	333	157	64
Other Services (except Public Administration)	26	72	51	157	174	177	163	97
Public Administration	6	15	78	268	292	282	230	101

Source: U.S. Census Bureau,
Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2009, all ownerships.

What is LED?

Developed by the U.S. Census Bureau, the Local Employment Dynamics (LED) program merges Virginia's quarterly unemployment insurance wage records and QCEW business establishment records with their demographic data. This allows us to provide statistical data that was not possible before.



Read more about LED on the following website:

<http://lehd.did.census.gov/led/>

Total Employment by Industry

	Employment			Percent	
	Estimated 2006	Projected 2016	Change	Total	Annual
Total, All Industries	175,752	197,688	21,936	12.48%	1.18%
Agriculture, Forestry, Fishing and Hunting	166	168	2	1.2%	.12%
Mining, Quarrying, and Oil and Gas Extraction	217	205	-12	-5.53%	-.57%
Utilities	478	471	-7	-1.46%	-.15%
Construction	10,489	11,485	996	9.5%	.91%
Manufacturing	21,084	19,541	-1,543	-7.32%	-.76%
Wholesale Trade	6,966	7,572	606	8.7%	.84%
Retail Trade	21,138	22,513	1,375	6.5%	.63%
Transportation and Warehousing	6,624	7,482	858	12.95%	1.23%
Information	2,681	2,808	127	4.74%	.46%
Finance and Insurance	6,914	7,970	1,056	15.27%	1.43%
Real Estate and Rental and Leasing	2,040	2,358	318	15.59%	1.46%
Professional, Scientific, and Technical Servi	6,961	9,701	2,740	39.36%	3.37%
Management of Companies and Enterprises	4,132	5,081	949	22.97%	2.09%
Administrative and Support and Waste Manageme	10,540	12,762	2,222	21.08%	1.93%
Educational Services	11,549	13,841	2,292	19.85%	1.83%
Health Care and Social Assistance	20,373	25,788	5,415	26.58%	2.39%
Arts, Entertainment, and Recreation	1,587	1,997	410	25.83%	2.32%
Accommodation and Food Services	12,371	13,622	1,251	10.11%	.97%
Other Services (except Public Administration)	5,080	5,380	300	5.91%	.58%

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission,
Industry and Occupational Projections, 2006-2016.

Employment by Major Occupation Group

	Employment			Openings		
	Estimated 2006	Projected 2016	% Change	Replace- ments	Growth	Total
Total All occupations	175,752	197,688	12.48%	3,934	2,372	6,306
Management Occupations	5,856	6,541	11.7%	128	69	197
Business and Financial Operations Occupations	7,163	8,808	22.97%	129	165	294
Computer and Mathematical Occupations	3,458	4,704	36.03%	73	126	199
Architecture and Engineering Occupations	1,988	2,270	14.19%	46	29	75
Life, Physical, and Social Science Occupations	916	1,182	29.04%	19	27	46
Community and Social Services Occupations	2,276	3,049	33.96%	41	77	118
Legal Occupations	929	1,116	20.13%	16	19	35
Education, Training, and Library Occupations	8,057	9,815	21.82%	163	176	339
Arts, Design, Entertainment, Sports, and Media Occupations	2,323	2,683	15.5%	56	37	93
Healthcare Practitioners and Technical Occupations	10,622	12,857	21.04%	197	224	421
Healthcare Support Occupations	4,610	5,753	24.79%	49	116	165
Protective Service Occupations	3,131	3,723	18.91%	86	59	145
Food Preparation and Serving Related Occupations	12,728	14,562	14.41%	433	183	616
Building and Grounds Cleaning and Maintenance Occupations	5,445	6,247	14.73%	96	80	176
Personal Care and Service Occupations	4,540	5,274	16.17%	102	86	188
Sales and Related Occupations	22,021	24,042	9.18%	683	202	885
Office and Administrative Support Occupations	27,908	31,271	12.05%	603	379	982
Farming, Fishing, and Forestry Occupations	257	282	9.73%	6	3	9
Construction and Extraction Occupations	10,681	11,657	9.14%	190	98	288
Installation, Maintenance, and Repair Occupations	8,108	8,850	9.15%	136	77	213
Production Occupations	16,604	16,007	-3.6%	334	35	369
Transportation and Material Moving Occupations	16,131	16,995	5.36%	348	106	454

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission,
Industry and Occupational Projections, 2006-2016.

Growth Occupations

	Employment			Average Annual Openings			Average Annual Salary
	Estimated 2006	Projected 2016	% Change	Replacements	Growth	Total	
Veterinarians	66	115	74.24%	1	5	6	\$76,823
Child, Family, and School Social Workers	472	789	67.16%	10	32	42	\$41,102
Bill and Account Collectors	446	742	66.37%	7	30	37	\$27,054
Clinical, Counseling, and School Psychologists	209	332	58.85%	3	12	15	\$67,696
Counselors, All Other	63	100	58.73%	1	4	5	\$40,826
Computer Software Engineers, Applications	821	1,290	57.13%	12	47	59	\$71,916
Personal and Home Care Aides	584	885	51.54%	10	30	40	\$18,320
Veterinary Assistants and Laboratory Animal Caretakers	150	220	46.67%	2	7	9	\$19,733
Computer Software Engineers, Systems Software	422	617	46.21%	6	20	26	\$96,771
Medical Assistants	474	688	45.15%	6	21	27	\$27,387
Personal Financial Advisors	128	185	44.53%	1	6	7	\$111,687
Social and Human Service Assistants	196	282	43.88%	2	9	11	\$24,396
Audio and Video Equipment Technicians	53	76	43.4%	2	2	4	\$28,949
Physical Therapist Assistants	116	164	41.38%	2	5	7	\$49,463
Management Analysts	606	845	39.44%	10	24	34	\$65,623
Foreign Language and Literature Teachers, Postsecondary	23	32	39.13%	0	1	1	\$64,098
Network Systems and Data Communications Analysts	359	495	37.88%	7	14	21	\$59,335
Self-Enrichment Education Teachers	157	216	37.58%	2	6	8	\$46,852
Chemistry Teachers, Postsecondary	16	22	37.5%	0	1	1	\$73,061
Life, Physical, and Social Science Technicians, All Other	32	44	37.5%	1	1	2	N/A

Note: Asterisks (***) indicate non-disclosable data.

Projections and OES wage data are for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission,
Industry and Occupational Projections, 2006-2016
Occupational Employment Statistics (OES) Survey, 2009.

Declining Occupations

	Employment			Openings		
	Estimated 2006	Projected 2016	% Change	Replace- ments	Growth	Total
Photographic Processing Machine Operators	64	32	-50%	2	0	2
File Clerks	224	136	-39.29%	6	0	6
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	257	198	-22.96%	4	0	4
Personal Care and Service Workers, All Other	92	71	-22.83%	2	0	2
Pressers, Textile, Garment, and Related Materials	193	151	-21.76%	1	0	1
Order Clerks	227	180	-20.71%	5	0	5
Electrical and Electronic Equipment Assemblers	380	302	-20.53%	7	0	7
Computer Operators	146	117	-19.86%	2	0	2
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	604	499	-17.38%	15	0	15
Prepress Technicians and Workers	127	105	-17.32%	2	0	2
Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	93	78	-16.13%	2	0	2
Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic	47	40	-14.89%	1	0	1
Tool Grinders, Filers, and Sharpeners	14	12	-14.29%	0	0	0
Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	236	204	-13.56%	7	0	7
Cementing and Gluing Machine Operators and Tenders	37	32	-13.51%	1	0	1
Mail Clerks and Mail Machine Operators, Except Postal Service	249	217	-12.85%	7	0	7
Driver/Sales Workers	499	435	-12.83%	9	0	9
New Accounts Clerks	99	87	-12.12%	3	0	3
Pharmacy Aides	42	37	-11.91%	1	0	1
Bindery Workers	51	45	-11.77%	1	0	1

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission,
Industry and Occupational Projections, 2006-2016.

Consumer Price Index (CPI)

All Urban Consumers (CPI-U)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
2000	168.800	169.800	171.200	171.300	171.500	172.400	172.800	172.800	173.700	174.000	174.100	174.000	172.200	3.4
2001	175.100	175.800	176.200	176.900	177.700	178.000	177.500	177.500	178.300	177.700	177.400	176.700	177.100	2.8
2002	177.100	177.800	178.800	179.800	179.800	179.900	180.100	180.700	181.000	181.300	181.300	180.900	179.900	1.6
2003	181.700	183.100	184.200	183.800	183.500	183.700	183.900	184.600	185.200	185.000	184.500	184.300	184.000	2.3
2004	185.200	186.200	187.400	188.000	189.100	189.700	189.400	189.500	189.900	190.900	191.000	190.300	188.900	2.7
2005	190.700	191.800	193.300	194.600	194.400	194.500	195.400	196.400	198.800	199.200	197.600	196.800	195.300	3.4
2006	198.300	198.700	199.800	201.500	202.500	202.900	203.500	203.900	202.900	201.800	201.500	201.800	201.600	3.2
2007	202.416	203.499	205.352	206.686	207.949	208.352	208.299	207.917	208.490	208.936	210.177	210.036	207.342	2.8
2008	211.080	211.693	213.528	214.823	216.632	218.815	219.964	219.086	218.783	216.573	212.425	210.228	215.303	3.8
2009	211.143	212.193	212.709	213.240	213.856	215.693	215.351	215.834	215.969	216.177	216.330	215.949	214.537	-0.4
2010	216.687	216.741	217.631	218.009	218.178	217.965	218.011							

Urban Wage Earners and Clerical Workers (CPI-W)

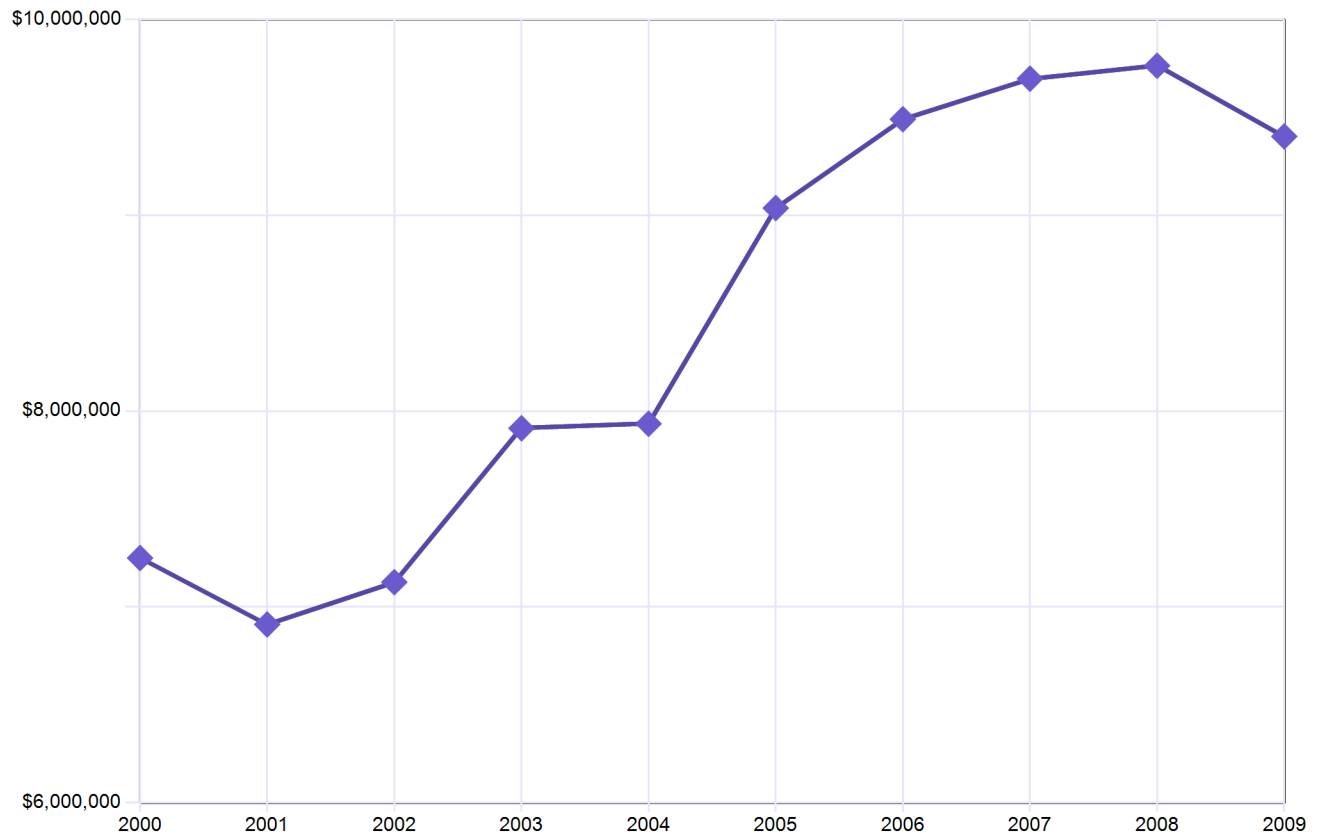
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
2000	165.600	166.500	167.900	168.000	168.200	169.200	169.400	169.300	170.400	170.600	170.900	170.700	168.900	3.5
2001	171.700	172.400	172.600	173.500	174.400	174.600	173.800	173.800	174.800	174.000	173.700	172.900	173.500	2.7
2002	173.200	173.700	174.700	175.800	175.800	175.900	176.100	176.600	177.000	177.300	177.400	177.000	175.900	1.4
2003	177.700	179.200	180.300	179.800	179.400	179.600	179.600	180.300	181.000	180.700	180.200	179.900	179.800	2.2
2004	180.900	181.900	182.900	183.500	184.700	185.300	184.900	185.000	185.400	186.500	186.800	186.000	184.500	2.6
2005	186.300	187.300	188.600	190.200	190.000	190.100	191.000	192.100	195.000	195.200	193.400	192.500	191.000	3.5
2006	194.000	194.200	195.300	197.200	198.200	198.600	199.200	199.600	198.400	197.000	196.800	197.200	197.100	3.2
2007	197.559	198.544	200.612	202.130	203.661	203.906	203.700	203.199	203.889	204.338	205.891	205.777	202.767	2.9
2008	206.744	207.254	209.147	210.698	212.788	215.223	216.304	215.247	214.935	212.182	207.296	204.813	211.053	4.1
2009	205.700	206.708	207.218	207.925	208.774	210.972	210.526	211.156	211.322	211.549	212.003	211.703	209.630	-0.7
2010	212.568	212.544	213.525	213.958	214.124	213.839	213.898							

Note: CPI data is for the United States only. No data available for Roanoke County.

The CPI-U includes expenditures by urban wage earners and clerical workers, professional, managerial, and technical workers, the self-employed, short-term workers, the unemployed, retirees and others not in the labor force. The CPI-W only includes expenditures by those in hourly wage earning or clerical jobs.

Source: Bureau of Labor Statistics,
Consumer Price Indexes (CPI) Program.

Local Option Sales Tax *Trends*



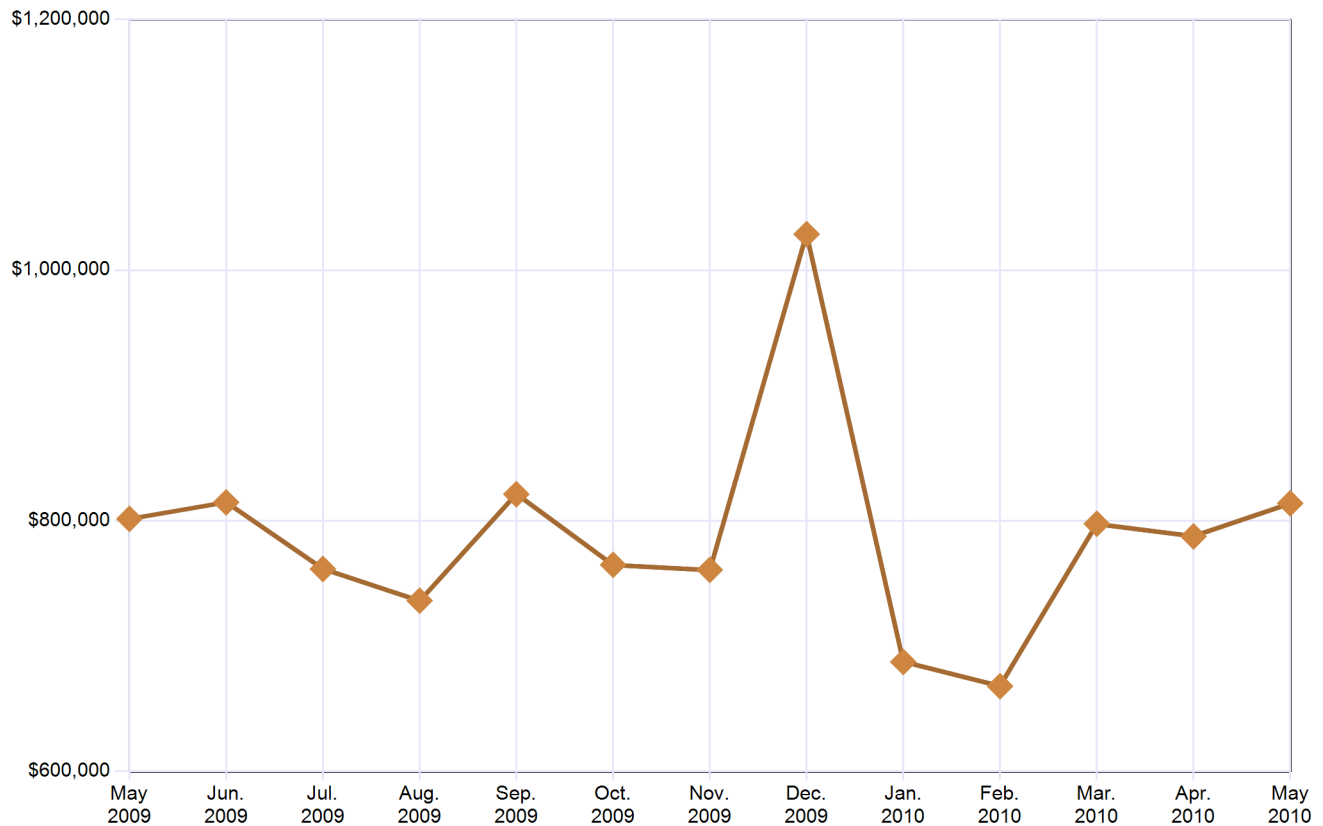
	Roanoke County	Virginia
2000	\$7,250,056	\$777,850,960
2001	\$6,911,017	\$777,241,737
2002	\$7,126,675	\$789,905,170
2003	\$7,912,721	\$838,275,059
2004	\$7,935,976	\$914,499,686
2005	\$9,037,785	\$976,923,577
2006	\$9,491,421	\$1,028,544,074
2007	\$9,698,528	\$1,056,766,678
2008	\$9,764,549	\$1,032,815,078
2009	\$9,403,830	\$979,594,664

Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.

*Source: Virginia Department of Taxation,
Revenue Forecasting.*

Local Option Sales Tax

Past 12 Months



	Roanoke County	Virginia
May 2009	\$801,593	\$80,457,217
Jun. 2009	\$814,761	\$88,867,042
Jul. 2009	\$761,615	\$82,233,959
Aug. 2009	\$736,327	\$78,920,536
Sep. 2009	\$821,296	\$83,330,660
Oct. 2009	\$764,948	\$81,557,673
Nov. 2009	\$760,895	\$83,021,443
Dec. 2009	\$1,028,795	\$97,518,688
Jan. 2010	\$687,404	\$69,828,012
Feb. 2010	\$668,033	\$66,348,707
Mar. 2010	\$797,685	\$85,913,735
Apr. 2010	\$787,609	\$81,590,093
May 2010	\$813,999	\$83,035,605

Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.

Source: Virginia Department of Taxation,
Revenue Forecasting.

IV. Education Profile

Overview

The Education Profile for Roanoke County provides an assortment of data collected from the National Center for Education Statistics (NCES) and the United States Census Bureau.

Education levels for individuals ages 25 and over are broken down by the following categories: high school graduate/GED, some college, associate's degree, bachelor's degree, post-graduate degree. Also provided are the annual graduate data trends for the past 10 years. The program completion data is taken from a database that includes information from over 2,300 schools across the Commonwealth of Virginia and is broken down into 10 degree/certificate levels. Completing this profile is a sample of the various training providers in Roanoke County offering post-secondary instructional programs. The sample includes the top 10 schools with the largest number of graduates for the 2006-2007 academic year.



Related Terms and Definitions

Associate's degree

An award that normally requires at least two but less than four years of full-time equivalent college work.

Bachelor's degree

An award that normally requires at least four but not more than five years of full-time equivalent college-level work.

Post-baccalaureate certificate

An award that requires completion of an organized program of study equivalent to 18 semester credit hours beyond the bachelor's. It is designed for persons who have completed a bachelor's degree, but do not meet the requirements of a master's degree.

Master's degree

An award that requires the successful completion of a program of study of at least the full-time equivalent of one but not more than two academic years of work beyond the bachelor's degree.

Post-master's certificate

An award that requires completion of an organized program of study equivalent to 24 semester credit hours beyond the master's degree, but does not meet the requirements of academic degrees at the doctor's level.

Doctor's degree

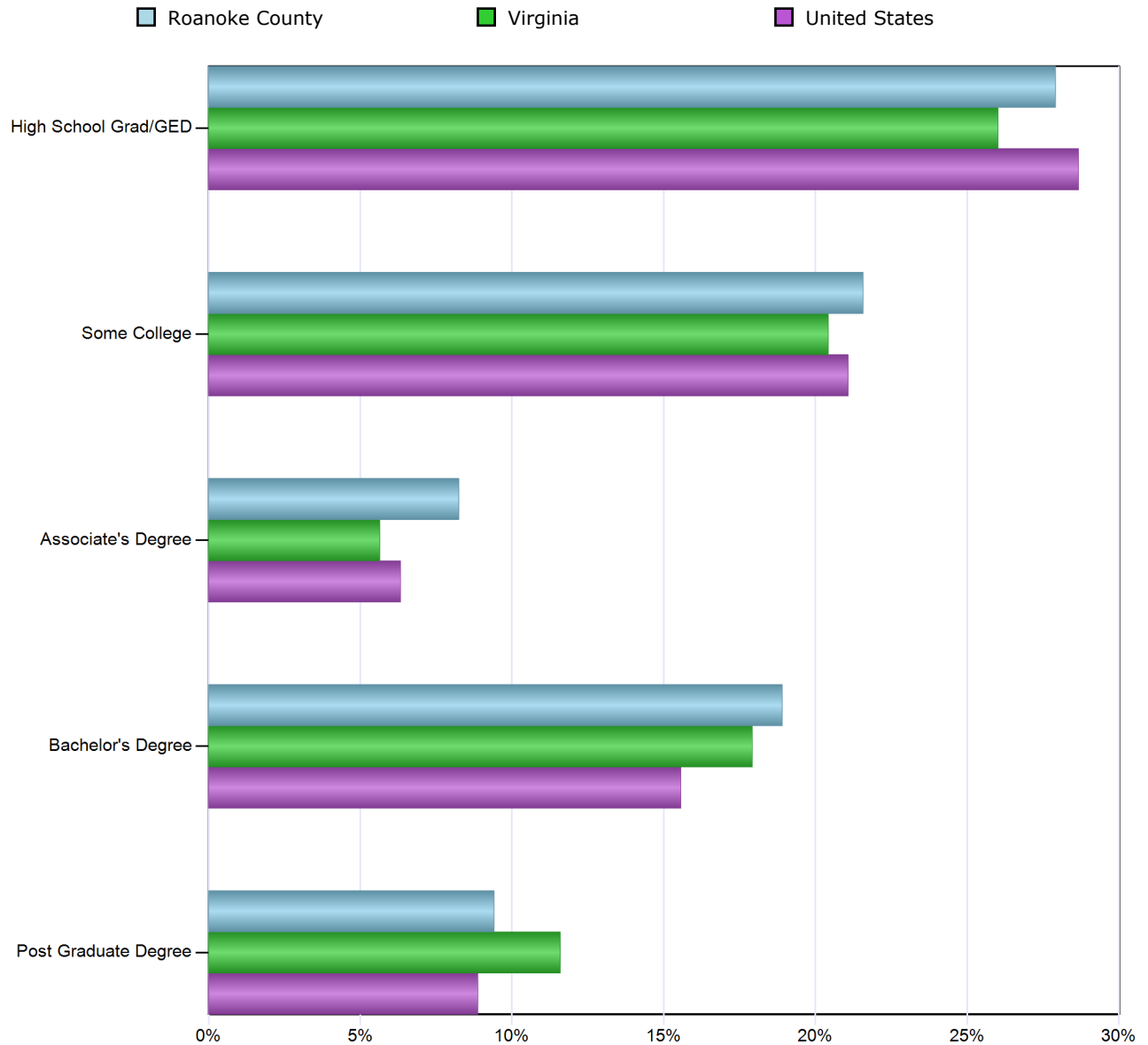
The highest award a student can earn for graduate study.

First-professional degree

An award that requires completion of a program that meets all of the following criteria: (1) completion of the academic requirements to begin practice in the profession; (2) at least two years of college work prior to entering the program; and (3) a total of at least six academic years of college work to complete the degree program, including prior required college work plus the length of the professional program itself.

Education Level

(Population 25 years and over)



	Roanoke County	Virginia	United States
High School Grad/GED	16,907	1,212,463	52,168,981
Some College	13,066	951,700	38,351,595
Associate's Degree	4,995	262,813	11,512,833
Bachelor's Degree	11,452	835,011	28,317,792
Post Graduate Degree	5,699	539,977	16,144,813

Source: 2000 Census.

Graduate Data Trends

Roanoke County

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
1997	55	16	429		170		71			
1998	61	21	443		217		34			
2000	62	13	394		142		57			
2001	56	21	379		172		54			
2002	87	18	396		171		67			
2003	134	12	396		209		83			
2004	110	10	400		199		84	2		
2005	66	11	440		198		74			
2006	86	29	502		213		72	1		
2007	74	20	438		213		94	1		

Note: This table only reflects the degrees completed from institutions within Roanoke County.

Virginia Statewide

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
1997	2,904	2,269	9,242	158	26,416	261	9,800	184	945	1,902
1998	3,319	2,440	8,969	259	26,648	185	9,560	184	886	1,919
2000	3,804	2,368	9,223	212	28,948	451	9,431	113	917	2,181
2001	4,710	2,419	9,581	175	30,709	339	9,424	104	871	2,134
2002	4,970	2,730	10,241	134	30,653	441	9,303	95	954	2,213
2003	5,245	3,079	11,174	97	32,635	178	9,948	447	974	2,133
2004	4,465	3,772	11,400	76	33,392	247	10,487	360	1,033	2,407
2005	3,983	3,831	11,833	77	34,615	476	11,255	251	1,268	2,496
2006	4,213	4,298	14,431	102	39,247	608	12,429	225	1,440	2,490
2007	4,478	3,686	15,519	116	40,381	650	12,781	252	1,516	2,626

Source: U.S. Department of Education,
Institute of Education Sciences (IES).

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Source: U.S. Department of Education,
Institute of Education Sciences (IES), 2007.